

- TELEMARKETING

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THE EFFORTS THAT KOPEGTEL HAVE DONE IN CREATING TELEMARKETING EMPLOYEE'S SATISFACTION

Final Report

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PERPUSTAKAAN
UNIVERSITAS AIRLANGGA
SURABAYA



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Approved to be examined
Surabaya, 24 March 2005

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CHAPTER IV

CONCLUSION

Regarding various descriptions given in preceding sections, several conclusions can be drawn as follows:

Some efforts that Kopectel of East Java Regional Division V have done in increasing the telemarketing employee satisfaction may help Kopectel both achieving the goals of Kopectel Sale Division in accomplishing target as defined for certain period and retaining the qualified and competent employees. These efforts include:

- The challenging work
- Fair and feasible rewards
- Conducive work condition
- Employee training and monitoring
- Congruence between job and personality

Even if there are some constraints in implementing those efforts which sometimes may produce a significant effect on the sales target of Kopectel Sale Division, but this doesn't preclude Kopectel from building up the employee satisfaction. However, Kopectel is quite aware that those efforts consume a considerable times and constitute a complex process toward the real job satisfaction for the employees. But it absolutely believes that the telemarketing employees satisfaction of the Kopectel Sale Division in the East Java Regional Division V can be achieved optimally by considering some factors which may influence the job satisfaction.

B. Suggestions

Some suggestions for Kopectel of East Java Regional Division V

- Kopectel should survey similar efforts which other companies have done in increasing job satisfaction. This is intended to make adaptation to the challenging job activities, the fair and feasible reward system, conducive work condition, friendly and supporting co-workers, and congruence of job. Thus, the employees feel satisfied enough with their job. Therefore, when they compare what they have obtained from their company with what other employees of other companies have received, they may perceive at least equal satisfaction or even perceive higher satisfaction in comparison to the similar company.
- It is essential for Kopectel to maintain and increase the job satisfaction created at recent time, since the employee's perception and attitude on the job satisfaction can change over the time,
- Kopectel should establish good relationship and make intimate communication with the telemarketing employees in order that there is a significant feedback between the two parties in accomplishing their goals.